

# 21st ANNUAL AUTOMOBILE SHOW

## January 8<sup>th</sup> to 15<sup>th</sup> -

### GRAND CENTRAL PALACE.

#### 1921 TO BE MOTOR TRANSPORT YEAR

Efficiency in Business Demands Greater Use of Automobiles.

#### FARMERS OWN MANY CARS

Export Market Offers Great Opportunities to American Auto Makers.

By CHARLES CLIFTON,  
President National Automobile Chamber of Commerce.

1921 will be a transportation year. Every business and every product is called upon to face its part in the reconstruction. Waste must be cut. Extravagance must be eliminated. Efficient methods must prevail.

The salesman who goes afoot or depends on irregular train service when he could double his productivity by using a car must go into the discard. The real estate man who depends on trolleys alone will find his business seriously curtailed. The farmer who depends on a team to connect him with the town will find his family discontented, his farm shunned by the hired man and his profits reaching the zero point.

The farmer, moreover, is the heaviest buyer of cars, owning over a third of all automobiles registered. The rural districts of the United States purchased 60 per cent. of the 1920 motor vehicle output. Of the cars in this country 33 per cent. are owned in communities of 1,000 population or under, and 55 per cent. are owned in districts of 5,000 population or under.

This is to be a year of conservatism when the weak will go to the wall and the strong will add to his strength. People will want cars.

But they will not ask as in years gone by: How much speed? How much comfort? How much prestige?

The test will be: How much economy in transportation? How much gain to my business?

These are questions which the automobile can answer with satisfaction to the sternest interrogator. In a year when efficiency in transportation will be essential, the passenger car and truck will have an opportunity to prove their worth to a degree not realized in the times of superprosperity.

We may or may not see the volume of orders which piled into the factories in the first half of 1920. That period represented the demand of a market which had been starved for two years, plus the immediate requirements of the day. On the other hand, each succeeding year brings greater needs for hauling of goods and passengers from point to point, greater economies in time. Consequently, production schedules are likely to show a steady growth as time goes on.

This is not vacant optimism. A forecast without facts would, indeed, be like a ship without a rudder, directed by the passing breeze. Prophecy must be guided by the hard logic of the known elements.

We know that fundamental business conditions are sound.

We know that the automobile is one of the primary transportation units.

We know that the owner realizes to an increasing degree that the possession of a car is an extension of his power in business, as well as a widener of his social contacts.

Let us examine the fundamental business conditions. The country is rich. Products abound. Eventual prosperity is inevitable. The 1920 harvests have been better than average. Labor is more plentiful and more efficient than during the war and post-war years. The foreign exchange situation is improving. Railroads are better able to handle long haul business. Cars and trucks are available in greater numbers than ever before.

Business contraction has been due to a shortage of credits, not to a lack of goods. After the war, after the high prices and speculation, a period of pruning was inevitable. When one looks back to 1913 and to 1920 one realizes that the readjustment has come with surprisingly small discomfort. Price declines have taken place rapidly, and as soon as the public realizes that the lowest price levels have been reached there will be a resurge of trade.

The degree of business ability to be found among the manufacturers of cars and trucks is shown by the growth of the industry. For twenty years the business of motor vehicles has been gaining steadily. One exception is to be found in the year 1918 when the curtailment of passenger cars voluntarily curtailed their output in order to make airplanes, tanks and other instruments of war. Here is the record:

\*Estimated.

In 1920 general business conditions were bad, but motor vehicle production advanced over the only preceding year for which statistics had been gathered (1899) and probably showed some gain over 1904, although there were not records kept for 1900, 1901, 1902. The 1899 figure is from the Government census, whereas not until 1903 did the manufacturers collect statistics for the industry as a whole.

In 1907 the output of many industries was heavily curtailed but all records for the making of automobiles were broken. This gives some idea of the vitality of

the automobile industry, causing it to advance in times of depression.

This stamina is not due solely to the creative brains of the automobile industry. It rests on an even firmer basis; the insistent demand of modern civilization for better transportation, coupled with the breakdown of street railway lines in many suburban communities.

There are 7,000,000 cars in the country and about 800,000 trucks. The passenger mileage of automobiles in 1919 was 65,000,000,000, whereas the passenger mileage of railroads was 46,000,000,000. Of the motor cars 90 per cent.

are used more or less for business, 60 per cent. of the mileage is utilitarian, and the full service of trucks, of course, is devoted to commercial efficiency.

When one looks forward, therefore, into 1921 with its readjusted finances, its storehouses filled with goods, one must read there a steady demand for automotive products. Especially is this so when it is realized that automobile salesmanship is in the early stages of development.

The export market hardly has been touched. The foreign shipments of motor vehicles in the fiscal year 1920

were nine times as large as any pre-war year. The ratio of cars to population in the United States is 1 to 14, in Great Britain it is 1 to 180.

But the business appeal is not the sole claim of the car.

The fact that the automobile is a vital transportation unit serves as a firm foundation for the industry. It assures stability in the times of commercial upset, and it entitles the car and truck to the highest consideration in the public mind. The utility of the car and truck is a fact to which we may point with pride.

But the car wins its way into the heart of the people also because it aids them in the fundamental right of the pursuit of happiness.

The family car is one of the greatest relaxations for our high speed civilization. I have no patience with those who wish to cut out healthful play. The emphasis to-day is to much in the other direction. It is splendid to think of the car adding to the efficiency of over 7,000,000 owners; but it is fully as gratifying to think of these families thereby gaining a relaxation and recreation to which they are justly entitled.

## The Automobile Show Forecasts Your Prosperity—Share It

### Ten Billion Dollars Worth of Work To Be Done

Money, materials, and men are now ready to start work that has been neglected for three years.

The railroads must spend a billion dollars for repairs and improvements.

Another half-billion dollars must go into highway work.

Every locality is short of school buildings, houses, etc.

One city alone has sixteen million dollars available for sewers and water mains.

Hotels are needed everywhere.

Prices have been so high—men have been so busy at other things and money was so engaged in other enterprises that public work has not kept pace with our needs.

Now workmen are eager for the jobs. Money seeks investment in such directions.

#### What Charles M. Schwab Says About It

"Never in our lifetime," says he, "have the shelves of the world been so bare. And I want to go on record as saying nothing could be healthier for American business than the very condition through which we are passing.

"It merely means that America has closed up its war factory and is jiggling up for peace production!"

#### Such Periods Do Not Last Long

Remember the things said about hard times when war ended.

Some predicted it would take two years to demobilize four million soldiers, for they said without jobs for the released men all activity must stop.

And Merchants did stop buying. Lower prices were prophesied. Factories felt it and slowed down.

But within six months we were at full production in all lines without enough workers to meet the needs.

The National Automobile Shows were held in January and February, 1919, just at the time when the most dire predictions were being made and when soldiers were coming home by the tens of thousands.

Our industry revealed its faith then.

We feel and show greater confidence now that prosperity for you and all of us is fast returning.

#### Transportation More Important Now

Production was the demand then.

Now distribution is of first importance. And economical distribution is impossible without the automobile.

Its influence touches every activity.

It extends to every cross-roads. Without it city transportation lines would break down under their increased burdens. The farmer would be unable to do his work or to deliver his goods to market.

Railroad lines would be deprived of the feeders that bring goods to them over every highway. Living costs would rise and land values would fall.

#### Requires a Million Automobiles For Replacements Alone

Can you imagine this city without automobiles?

Will anyone who has ever owned an automobile long endure without one?

Merely to maintain the present number means a replacement of a million cars a year.

Figure out your own future in the same way.

We are wearing out clothes and shoes faster than such articles are now produced.

A hundred million people must be fed and clothed and housed. Children are outgrowing their things.

Every article that people use will be wanted and people will find ways of getting them once that need is manifested.

We do not beat the drum of hollow optimism.

It is real. This Automobile Show and the Automobile Shows to be held in hundreds of other cities prove our faith.

Go to the Automobile Show if you would share our confidence.

National Automobile Chamber of Commerce  
Motor and Accessory Manufacturers Association

## PALACE CROWDED AS GREATEST NATIONAL MOTOR SHOW OPENS

Eighty-nine Makes of Automobile, Designed for Every Purse and Every Taste, Tempt Multitude of Motor Enthusiasts at Twenty-first Annual Display.

BEAKING all records for exhibits and attendance, the Twenty-first National Automobile Show, under the auspices of the National Automobile Chamber of Commerce, opened in Grand Central Palace yesterday afternoon. From the time the doors opened at 2 o'clock in the afternoon the Palace was thronged, and the crowd reached its height during the evening session. New York apparently has again gone automobile mad.

Twenty automobile shows have gone down into history, but never have the cars been staged in a more brilliant, alluring setting than that which greeted visitors yesterday. There are eighty-nine different makes of vehicles on the four floors of the Palace that are devoted to the show, and this means scores of cars set against a background of red and green, forming a most wonderful picture. There are cars of all sizes and prices, and the stately limousines, with their handsome tapestry and silver trimmings, vie with the less imposing runabouts, which, while not as gorgeous as the big closed cars, prove a magnet for those who may have limousine appetites, but only runabout bank accounts.

This year's show is easily the most comprehensive one that has ever been held anywhere in the world. Cars for every pocketbook was apparently the aim of the management. The costly limousines and sedans attracted the millionaire, the touring cars took the attention of the chap who has not yet made his money, while the lighter models drew that part of the gathering which never expects to have a million. Altogether it was a real cosmopolitan crowd that attended the opening, many society people and prominent club men being noted in the throng.

Perhaps only the expert can discover the changes in the cars shown this year as compared with last. What betterments have been made are of a conservative character. Radicalism was discarded by the motor car manufacturers years ago. Stream lines are more pronounced, running in several instances from the radiator hood right back to the rear seat, but for the most part body designs are little changed except as to their beauty. To the artistic eye the present display of motor cars has never been surpassed.

Engines attracted a lot of attention from the visitors. The four and six cylinder type, as usual, predominated, but the crowd was also interested in the eight and twelve types that are the motive power of several higher priced cars. Without doubt each type of engine has its value, but many manufacturers have a tendency to overdeveloping and concentrating on the one particular design they believe best for their product. However, the visitor had a chance to compare all models, and they were on the four floors of the Palace, in all models.

Charles Clifton, president of the Automobile Chamber of Commerce, opened the show. There were no formal ceremonies, but the early arrivals gasped at the wondrous spectacles that greeted them. The hundreds of more pillars on the main floor were covered with a trelliswork entwined with vines and leaves, while the red and green background of the color scheme provided a picture of beauty. That dealers and manufacturers had cooperated magnificently with S. A. Miles, general manager of the show, was evident. The cars were tastefully arranged.

Visitors yesterday were pleased with the traffic arrangements that have been made for handling the crowds. An extra elevator, capable of carrying a large number of passengers, has been fitted up for use, in addition to the usual battery of passenger cars. This additional elevator in the rear of the building was a big help in handling the crowds. In order to avoid crowding all elevators will carry passengers only on upward trips, and then they will not stop at any floor between the first and the fourth. In this manner the crowd was taken to the fourth floor and used the broad stairways in their descent.

The necessary exhibits attracted thousands of the visitors. Those who located on the third and fourth floors. Those who at present own cars were most interested. There are hundreds of booths displaying thousands of devices which explain for motorists the automobile ownership, and from the smallest cotter pin to special tools that can be hoisted in rainy weather they were on view.

Beginning to-morrow, which will be All America Day, the show will open at 10 A. M. and remain open daily until 10:30 P. M. until Saturday next. Tuesday will be Automotive Engineers' Day; Wednesday, Society Day; Thursday, Army and Navy Day; Friday, Dealers Day; and Saturday, Suburban Day.

The cars exhibited at the show are: Anderson, Apperson, Auburn, Briscoe, Buick, Cadillac, Allen, American, Case, Chalmers, Chandler, Chevrolet, Cleveland, Cole, Columbia, Commonwealth, Crow-Elihart, Davis, Detroit Electric, Dixie Flyer, Dodge, Doria, Dorr, DuPont, Hear, High, Fergus, Flat, Franklin, Friend, Grant, Hanson, Hatfield, Haynes, Holmes, Hudson, Hupp, Jackson, Jordan, Kissel, Kar, Kline, LaFayette, Lexington, Liberty, Lincoln, Loeb, Lorraine, McPherson, Mathehorn, Marmon, Maxwell, Mercer, Millburn Electric, Mitchell, Moore, Moon, Nash, National, Noma, Oakland, Oldsmobile, Overland, Packard, Paige, Pan American, Paterson, Peerless, Piedmont, Pierce-Arrow, Pilot, Ponsner, Rauch & Lang Electric, Reo, Roamer, R. & B. Knight, Saxon, Savers, Scripps-Booth, Standard, Stanley, Stearns, Stephens, Stevens, Tatra,

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